

WHY ECONOMICALLY EMPOWER WOMEN

The United Nations member states have set 17 ambitious goals to reach by 2030.



Empowering women economically can help us meet our collective commitment.



Increased trade leads to economic growth, jobs, and prosperity. When women prosper, they spend more on health, nutrition and education, accelerating the achievement of the Sustainable Development Goals.

WHAT IS ITC SheTrades?

The International Trade Centre (ITC), a joint UN and WTO organization, works towards creating 'trade impact for good' by fostering the inclusive and sustainable development of small and medium- sized enterprises (SMEs). Under its global approach, ITC's SheTrades Initiative works with partners around the world to unleash the economic power of women.



A GOAL

Connect **3 million** 
women entrepreneurs to market by 2021

HOW WE DO IT

7 GLOBAL ACTIONS

The 7 Global Actions form a call to action for women's economic empowerment, and the foundation of ITC's SheTrades Initiative.

ITC SheTrades invites you/your institution to:



1. Champion. Quality data

Champion the collection of sex-disaggregated data related to the economic participation of women entrepreneurs, to ensure that women are identifiable and visible in the economy.



2. Enact. Fair policies

Integrate gender awareness and consideration of gender into trade policies and agreements, in order to proactively include women and women-owned businesses in the global market.



3. Secure. Government contracts

Promote the participation of women-owned businesses in public procurement markets by adopting transparent and inclusive procurement policies with the aim of achieving wide-reaching results and impacting corporate supply chains.



4. Strike. Business deals

Make supply chains inclusive, and set a minimum 10% or more procurement target from businesses that are certified to a standard definition of ownership, management and control by one or more women.



5. Enable. Market access

Apply a gender lens to addressing non-tariff measures that affect, often disproportionately, the ability of women-owned businesses to benefit from full participation in trade.



6. Unlock. Financial services

Craft a legal and regulatory environment where access to and control of financial services can be delivered effectively to women, including through the use of technology.



7. Grant. Ownership rights

Undertake legislative and administrative reforms to guarantee women's and girl's rights to full and equal access to ownership and control over resources.

Learn more about each global action and make YOUR COMMITMENT here:
<https://www.shetrades.com/en/about#commitment>

CHAPTERS

More and more countries are adapting the Initiative to the local context through the creation of a National SheTrades Chapter: a decentralized platform of the SheTrades Initiative implemented by a local host institution. Chapters allow the adaptation of the SheTrades Initiative whilst ensuring alignment with local governments and other initiatives around women's economic empowerment. Thereby, SheTrades ensures local ownership to **maximise impact and foster sustainability**. The purpose of the SheTrades Chapters is to contribute to the overall SheTrades goal of connecting 3 million women to market by 2021.

MAIN PROJECTS

SheTrades: Using Data to Address Constraints to Extra-EU Trade aims to provide EU decision makers with a solid evidence base on women's participation in extra-EU trade to promote enhanced inclusion of the gender dimension in free trade agreements.

SheTrades Invest is dedicated and focused on supporting the connection between investors and women entrepreneurs in developing markets. It aims to address the sixth global action of the SheTrades initiative - unlocking financial services for women-owned businesses.

SheTrades in the Commonwealth project aims to facilitate the participation of women-owned businesses in international trade and increase job creation in Commonwealth countries. In addition, the project has developed **SheTrades Outlook**, an innovative policy tool that promotes an enabling trade ecosystem. It provides quantifiable, measurable, and actionable indicators across countries related to both trade and gender.

SheTrades AfCFTA aims to empower women-owned businesses to benefit from trade opportunities created by the African Continental Free Trade Agreement (AfCFTA). It will provide women business associations and policy-makers with capacity-building and advocacy support, bringing them together for policy dialogues.

SheTrades West Africa aims to improve the livelihoods of poor working in cashew, shea and cassava value chains in Cote d'Ivoire, Guinea, Liberia and Sierra Leone. The overall objective is to improve the livelihoods of 10,000 women by 2023.

SheTrades in The Gambia and **SheTrades Zambia** projects aim to enable local women entrepreneurs to benefit from economic participation, primarily within agricultural and textiles and garments value chains. The projects will work with key public and private stakeholders to address the economic barriers facing Gambian and Zambian women entrepreneurs.

For more information on all SheTrades projects, visit: <https://www.shetrades.com/en/projects>.



WEBSITE AND MOBILE APP

Join us at **SheTrades.com** and **SheTrades App** to:

- **Network.** Connect with other women entrepreneurs and establish business connections.
- **Sell** your products & services, and **buy** from other women-owned businesses.
- Have your business **verified** to strengthen its credibility, and/or become a verifier yourself.
- Stay up to date with SheTrades **news, success stories, videos, publications, and events.**
- Use **Forums** to ask experts questions directly or start a group discussion.
- Soak up knowledge from the **SheTrades Virtual Learning Space, webinars, and market tools.**

You can register as:

- **Seller** - if you are a women-owned business
- **Buyer** - if your organisation/company is looking for products and/or suppliers
- **Verifier** - if you are a SheTrades partner institution, or an enterprise directly benefitting women

IMPACT SO FAR

ITC's SheTrades Initiative has

Helped generate **\$91 million** in exports

Facilitated access to market for **20 000** women entrepreneurs

Mobilized a network of **> 1 000 000**

Built the capacity of **> 200** Institutions to support women entrepreneurs



PARTNERSHIPS

ITC SheTrades works with a variety of partners, including trade support institutions, cooperatives, and private sector companies. Partners provide their expertise to achieve greater impact and scale. Some of the Initiative's core private sector partners include eBay, Maersk, UPS. ITC SheTrades also builds the capacity of local institutions, including trade promotion organizations, and incorporates government priorities to ensure long term sustainability of ITC's support.

THE ITC SheTrades INITIATIVE IS SUPPORTED BY:



European Union



FOR MORE INFORMATION

Contact person: Vanessa Erogbogbo
 E-mail: womenandtrade@intracen.org
 Street address: International Trade Centre
 54-56, rue de Montbrillant, 1202 Geneva, Switzerland
 Internet: shetrades.com
 Facebook: ITC SheTrades
 SheTrades App: Free download on Google play and App Store



International Trade Centre

TRADE IMPACT FOR GOOD

SheTrades

